

CLAIMS

What is claimed is:

1. A package, comprising:

a container comprising a layer having an interior surface and an exterior surface, said layer forming an interior space;

a plurality of absorbent articles forming a stack within said interior space of said container;

each of said absorbent articles having a thickness and being individually wrapped in a wrapper, said wrapper of each of said absorbent articles having a distinctive design and a first color;

said exterior surface of said container comprising a distinctive color which is color coordinated with said first color of said distinctive design; and

a first window in said container, said first window revealing at least a portion of said thickness of at least one of said absorbent articles and at least a portion of said distinctive design of said wrapper.

2. The package of Claim 1 wherein said first color is a complimentary color to said distinctive color.

3. The package of Claim 1 wherein said first color is an analogous color to said distinctive color.

4. The package of Claim 1 wherein said absorbent articles comprise catamenial articles.

5. The package of Claim 1 wherein said absorbent articles comprise sanitary napkins and interlabial devices.

6. The package of Claim 1 further comprising a second window wherein said second window is a repurchase indicator.

7. A package, comprising:

a container comprising a layer having an interior surface and an exterior surface, said layer forming an interior space;

a stack of absorbent articles contained within said interior space, each of said absorbent articles having a thickness and being individually wrapped in a wrapper, said wrapper of said absorbent articles providing a signal indicating a pre-determined absorbent article performance characteristic;

said signal of said pre-determined performance characteristic being displayed as a distinctive design on said wrapper of each of said absorbent articles and said exterior surface of said container, and

a window in said container, said window revealing at least a portion of said thickness of said absorbent article and at least a portion of said distinctive design of said wrapper.

8. The package of Claim 7 wherein said signal of said pre-determined performance characteristic for said wrapper of said absorbent articles and for said exterior of said container signal the same said pre-determined performance characteristic.
9. The package of Claim 7 wherein said signal of said pre-determined performance characteristics comprises different color intensities of the same hue.
10. The package of Claim 7 wherein said distinctive design has a first color.
11. The package of Claim 10 wherein said exterior surfaces of said layer further comprises a colored section having a color which is color coordinated with the first color of said distinctive design to signal said performance characteristic of said articles.
12. The package of Claim 7 comprising at least two different absorbent articles having distinct and dissimilar pre-determined article performance characteristics wherein said pre-determined article performance characteristic is absorbent capacity.
13. A package, comprising:

a container having a layer having an interior surface and an exterior surface, said layer forming an interior space;

a stack of absorbent articles contained within said interior space, each of said absorbent articles having a thickness and a color;

a design providing a signal indicating a pre-determined absorbent article performance characteristic;

said signal of said pre-determined performance characteristic being displayed on said articles and said exterior surface of said container; and

a window in said container, said window revealing at least a portion of said thickness of said absorbent article and said signal of said performance characteristic of said article.

14. The package of Claim 13 wherein each of said article is further packaged in an individual article wrapper wherein said wrapper also signals said pre-determined article performance characteristic.